Digital Snapshot: APAC
GlobalWebIndex trends and behaviors in Asia Pacific

INTERNET PENETRATION

- **96%** Smartphone
- **68%** Laptop
- **32%** Tablet

SOCIAL
% who visited the following last month

- Facebook: 52%
- YouTube: 57%
- Instagram: 40%

79% Purchase products online
80% Search products online
99% Use social media

COMMERCE

- 79% Purchase products online
- 80% Search products online

PRIVACY

- 49% Use ad-blockers
- 34% Use a VPN
- 50% Delete cookies
- 47% Use mobile payment services
- 73% Use internet banking

MAIN RESEARCH CHANNELS

- **48%** Search Engines
- **42%** Social Media
- **33%** Mobile Apps

MEDIA

- **74%** Use music streaming services
- **66%** Watch subscription services (e.g. Netflix)

DEVICES OWNED

Source: GlobalWebIndex Q4 2018 Base: Internet Users aged 16-64

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GlobalWebIndex trends and behaviors in Asia Pacific by Generation

**GEN Z**
- 97% who own the following
- 68% who visit the following
- 25% who watch/listen to the following
- 57% who do the following
- 53% who research products via the following

**GEN Y**
- 97% who own the following
- 69% who visit the following
- 34% who watch/listen to the following
- 55% who do the following
- 44% who research products via the following

**GEN X**
- 95% who own the following
- 67% who visit the following
- 33% who watch/listen to the following
- 47% who do the following
- 29% who research products via the following

**BABY BOOMERS**
- 91% who own the following
- 68% who visit the following
- 27% who watch/listen to the following
- 40% who do the following
- 23% who research products via the following

Source: GlobalWebIndex Q4 2018 Base: Internet Users aged 16-64

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